THE WEEK AHEAD

Gottschalks comes to Carson Monday

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Carson City welcomes a major new store to its retail mix this week with the grand opening of Gottschalks on Monday.

The store has sold tickets to the festivities at $5 a head, with the money raised going to 60 local groups.

The public opening is at 9 a.m. Tuesday.

Gottschalks is based in Fresno, Calif., and the Carson Mall store at 1443 S. Carson St. is the company's first move into Nevada. The 57,000-square-foot space was formerly part of JCPenney, which moved to a new location in 1994.

With about 125 employees, the Carson Gottschalks is one of the chain's smaller stores, but company officials say they're looking for ways to expand.

Gottschalks' departments include fine jewelry, upscale clothing and china, as well as a beauty salon, luggage department and bridal registry.

Chairman and chief executive Joe Levy says the store will cater to the local shopper. In Carson City, that means a casino-wear section.

Gottschalks has had its eye on the Reno market for several years. When Sears announced last year that it was moving from Park Lane Mall to a new store, now under construction at Meadowood Mall, Levy expressed interest in the space Sears will vacate.

He has said Gottschalks hopes to open a Reno store within the next year, but the company has not finalized any plans.

Monday's tickets-only grand opening includes an 8:30 a.m. ribbon cutting, prizes, refreshments, special coupons and product demonstrations.